

## **Five Point Olympic Legacy Plan Summary**

The Division of Travel Development's Five Point Olympic Legacy Plan is part of the Department of Community Development's Olympic Legacy Strategic Plan. The objective of the Five Point Olympic Legacy Plan is to help the Division and its partners:

Take advantage of the state's unique opportunity to leverage the 2002 Olympic Winter Games, creating an economic legacy that remains long after the games are over and benefits all areas of the state.

### **Action Items**

1. Contribute to, and to the extent possible, manage the Utah! Brand image through paid and earned media.

- Seek strategic alliances which allow the telling of stories and photographs that represent Utah's colorscape, geologic diversity, statewide culture and unique heritage;
- Prepare and edit a producer's list of vignettes and story ideas, as well as photo CDs and "B-roll" footage;
- Facilitate and support print and broadcast professionals in a media center environment.

2. Promote hospitality values training into everyday usage for citizens, service sector employees, and operations volunteers.

- Have the Governor and other recognized leaders demonstrate key points of good customer service via media outlets in the state.

3. Collaborate with other entities to increase the level of visitor information services.

- Facilitate the activities of Visitor Information Services Coalition (VIS).

4. Conduct Olympics-related research.

- Scan for information from sources charged with measuring the effect of the games on economic factors in the state;
- And measuring overseas awareness of the state.

5. Leverage the ability of the 2002 Olympic Winter Games to attract capital to needed destination development.